

A person is shown in silhouette, performing a yoga pose (Padmasana) on a beach at sunset. The sun is low on the horizon, creating a warm, golden glow. The person's arms are raised above their head, and their hands are clasped together. The background shows the ocean and a cloudy sky. The image is overlaid with a dark blue triangle on the left and a light blue triangle on the right.

Case Study Corner

Health, Wellness & Beauty Categories

Brand success stories highlighted through
real-world multiscreen TV case studies

8 Health, Wellness & Beauty categories 'real world' case studies showcasing how multiscreen TV drives business outcomes across the funnel



Upper Funnel Outcomes Awareness

Multiscreen TV campaigns that **expand reach** and drive **brand recall** against a brand's best customer prospects*

Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



Mid-to-Lower Funnel Outcomes Action

Multiscreen TV campaigns that *increase the likelihood* the intended audience will be **motivated to act***

Sampling of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)



Full-Funnel Outcomes Awareness + Action

Multiscreen TV campaigns that **expand reach** and drive **brand recall** while also increasing the likelihood that the intended audience will be **motivated to act***

Sampling of full-funnel outcomes:

- ▶ Reach → Brand Recall → Conversion Rates → Sales → Optimizations → Cost Efficiencies

*based on campaign KPIs

Upper Funnel Case Studies



How Multiscreen TV drives Awareness

Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects

Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



A DTC Health Tech brand partnered with Tatari to identify **optimal ad frequency** for streaming campaigns

Challenge

- ▶ A Health Tech brand running local streaming campaigns had ad frequency concerns (over-serving ads to the same viewers). It sought to uncover the optimum frequency in order to expand its reach and increase lower-funnel metrics

Measurement Innovation

- ▶ Tatari analyzed the impact different ad frequencies have on response and conversion rates
- ▶ *Net Funnel Efficiency* (response rate x conversion rate), was used to identify the optimal weekly and daily frequency caps that should be put in place to drive lower-funnel impact

Target Segment

- ▶ Streaming audiences that are incremental to linear TV DMA targets

Learnings

- ▶ As a result of frequency implementation, the brand was able to increase the reach of its campaign by 95%, more effectively distributing impressions with the same budget
- ▶ From a cost perspective, the brand saw a 65% reduction in Cost Per Website Sign-Up after implementing the above-mentioned caps

Company / Viewing Source / Media Type

- ▶ Tatari / Streaming Platform / CTV

Overview Of Results for the Campaign



+65%

Reduction in Cost Per Website Sign-Up after implementing frequency caps



+95%

Increase in reach with impressions spread further with frequency caps

Source: Tatari, Case study: *DTC Health Tech Case Study*. Campaign dates: Q2 2020- Q2 2021.





Healthcare brand achieved scale and drove incremental users within premium OTT inventory, leading to growth in SOV

Challenge

- ▶ A large healthcare brand wanted to optimize their cross-screen reach and increase share of voice (SOV) in the market with a focus on driving cost efficiencies

Solution

- ▶ Build a custom data segment of consumers who were exposed to competitors' ads on Linear TV
- ▶ Reach exposed users across OTT, desktop, tablet, and mobile to ensure client was the second touchpoint across Digital screens
- ▶ Measure success via a custom Competitive Insights report comparing competitors' Linear reach, frequency, and SOV pre- and post-campaign activation

Target Segment

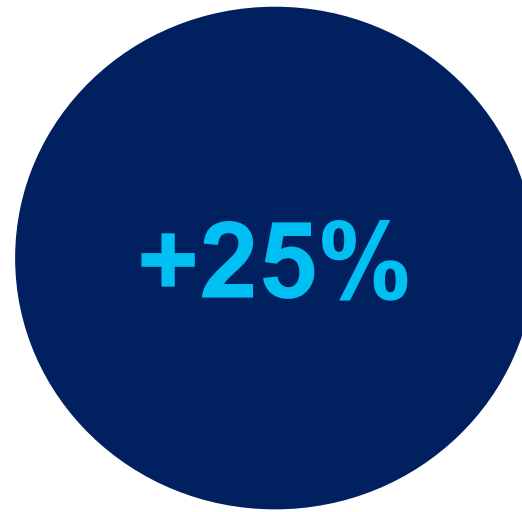
- ▶ Custom target audience exposed to competitors' Linear TV ads on Digital

Results

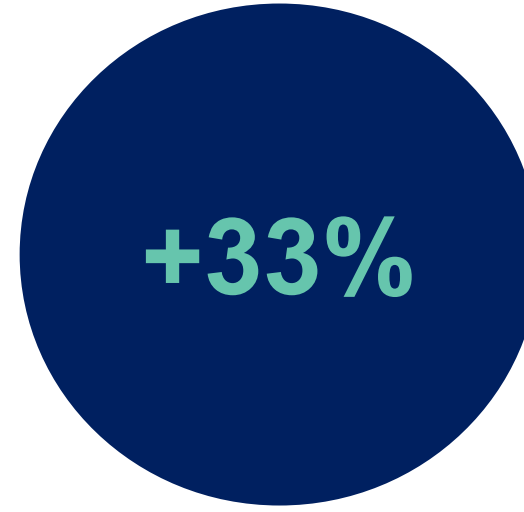
- ▶ VideoAmp measured **+25%** increase in video completion rate, a **33%** larger share of voice than their competitors and **+8MM** incremental unique users reached

Company / Platform / Media Type

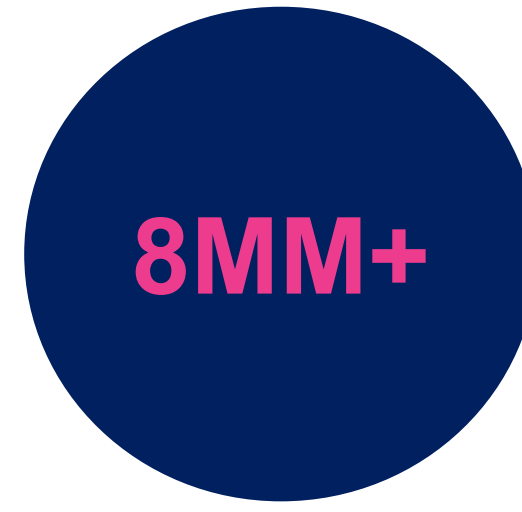
- ▶ VideoAmp / Streaming + Multiscreen (non-linear) / OTT



Video Completion Rate Increase



Larger Share of Voice vs. Competitors via Cross-Channel Unique Reach



Incremental Unique Users Reached

Source: VideoAmp, Case study: *Healthcare Brand Captures Market Share with Conquering Strategy Across Linear and Digital*. Campaign time period: July 2020.





A beauty brand partnered with Comscore and Univision to quantify and drive brand perception

Challenge

- ▶ A beauty brand sought to improve its brand perception among core 25-to 54-year-old Hispanic/Latinx females

Measurement Innovation

- ▶ The brand ran a targeted branded content video campaign on Univision online platforms
- ▶ To quantify the lift in positive brand association, Univision employed Comscore's *Social Media BrandLift™*
- ▶ This survey-based solution delivers verified information on how the activated audience thinks and feels about the brand partner
- ▶ It also enables advertisers, publishers or influencer partners to measure industry-accepted, as well as bespoke KPIs across branded content campaigns

Target Segment

- ▶ Hispanic/Latinx Females A25-54
- ▶ Ethnicity included: 65% Mexican, 5% Puerto Rican, 4% Cuban, 25% Other

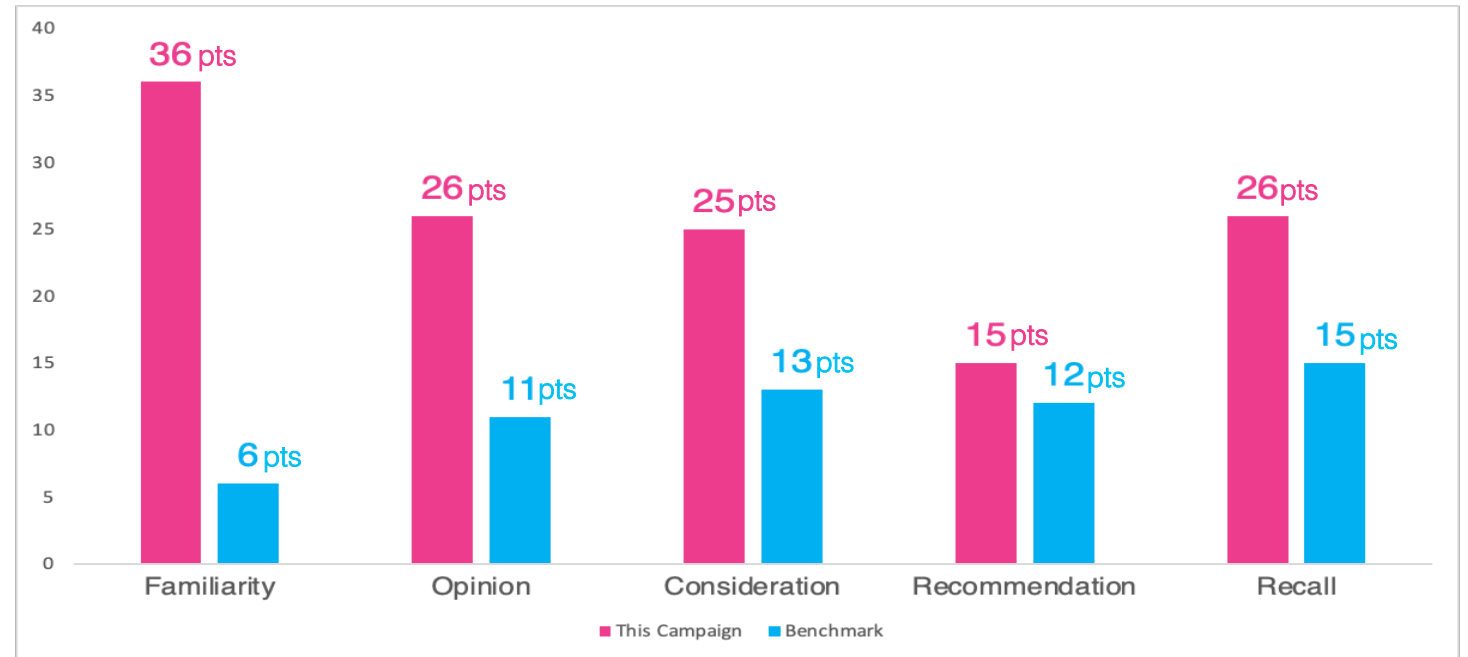
Learnings

- ▶ The brand was able to understand how the campaign:
 - ▶ Impacted positive brand sentiment across 5 areas, with double-digit increases across all metrics
 - ▶ Positively impacted key brand association metrics and recall among its key Latinx target

Company / Viewing Source / Media Type

- ▶ Comscore / Univision / Digital Video, Social Media

- ▶ **68%** of the Latino female segment aged 25-34 associate the beauty brand with hydrating skin
- ▶ **60%** of Latino social engagers recalled Univision's premium branded content
- ▶ **96%** of the Latino female segment aged 25-34, exposed to Univision's campaign expressed 'more interest' in beauty product brand
- ▶ **86%** of surveyed Hispanic audiences reported being more interested in the beauty product brand after seeing the Univision campaign



*Shareable's Overall Survey benchmarks calculate the average percentage point change lifts from Non-Engaged to Engaged survey respondents across key survey questions (such as Recall or Purchase Consideration) for campaign assessment

Source: Comscore, Case study: *Blinded Beauty Brand*. Campaign dates: 10/15/21- 11/19/21.





A healthcare brand worked with Samba TV to quantify the impact of their CTV campaign on 5 KPIs

Challenge

- ▶ A major healthcare company sought to understand how their CTV campaign drove brand perception metrics across key audiences, with a focus on brand awareness and action intent

Measurement Innovation

- ▶ Pairing Samba TV's ACR viewership measurement with Lucid's *Brand Lift* tool allows for deeper insights into campaign impact on awareness and consideration
- ▶ Using Lucid's *Propensity Matched Control Methodology*, Samba TV created an unexposed control group to measure campaign lift among those who were exposed to the advertising

Target Segment

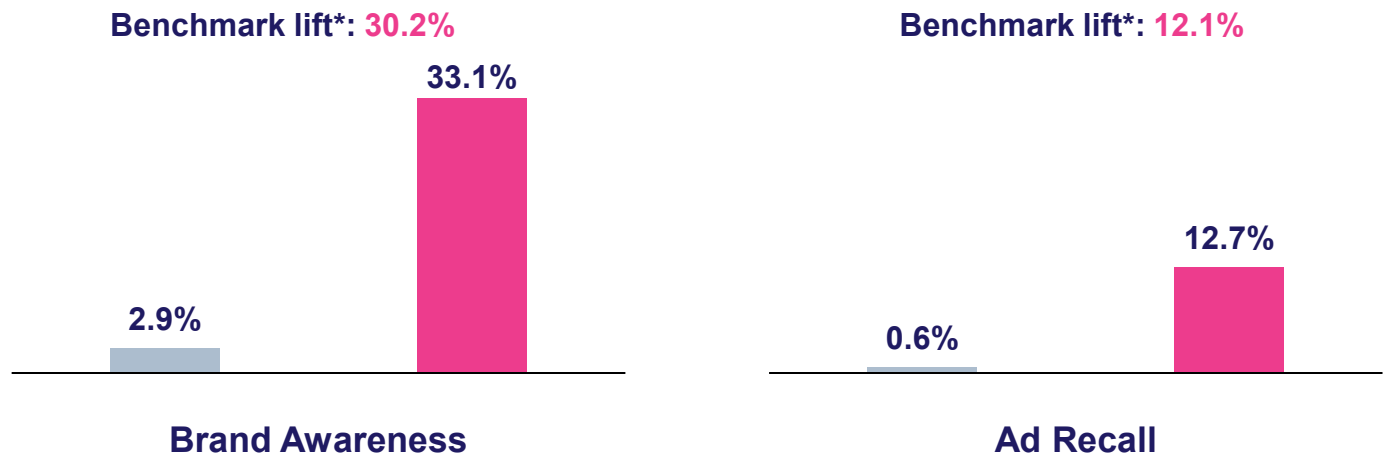
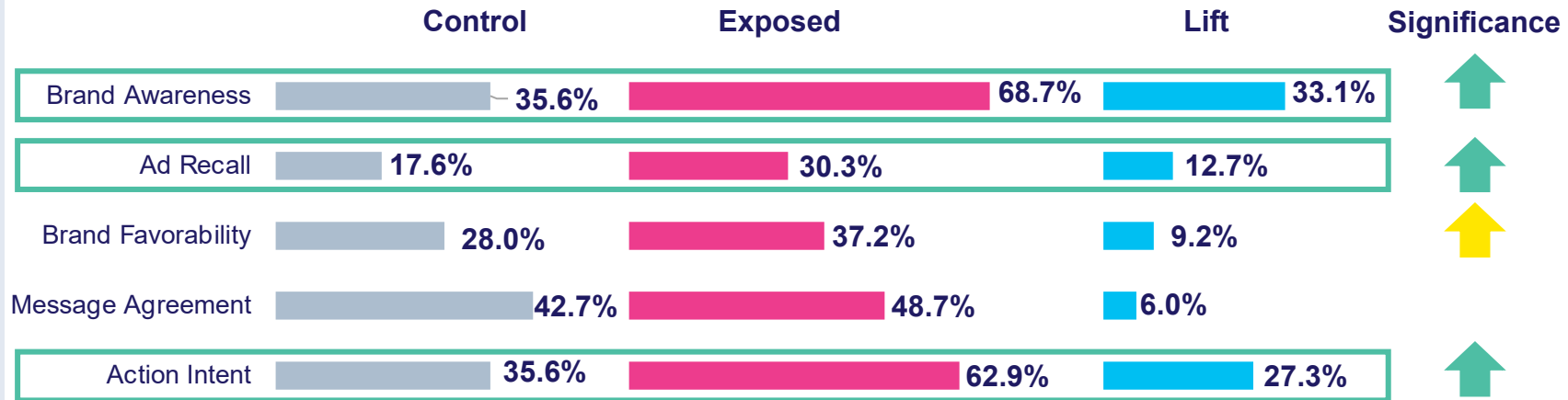
- ▶ A25+ including light TV -viewing cohorts, parents, African Americans & Hispanics

Learnings

- ▶ The brand was able to determine campaign impact across 5 key brand perception metrics and compare to benchmarks. They saw lift in 4 out of 5 metrics, including brand awareness, ad recall, and action intent
- ▶ The analysis revealed which target groups were most responsive, allowing for future target refinement. Key demographic groups (male, 25-54) responded best to the CTV Messaging

Company / Viewing Source / Media Type

- ▶ Samba TV & Lucid / Pixel Tags / CTV



Source: Samba TV, Healthcare Case Study. Campaign time period: October 2021 – December 2021. *Benchmarks are provided at a category level from Brand Lift partner Lucid.



Mid-To-Lower Funnel Case Studies



How Multiscreen TV drives Action

Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., make a purchase, download an app, sign-up for a subscription, make a booking, etc.)

Sampling of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)



Audience-based buying outperformed traditional linear TV in online sales lift and conversion efficiency for a wellness brand

Challenge

- ▶ A wellness brand sought to improve the online conversion performance of their traditional linear TV plan

Solution

- ▶ The brand utilized A+E Network's Precision solution to follow the custom target's journey from where they were engaged and from engagement to conversion. Then A+E's Performance solution was utilized for:
 - ▶ TV Lift Performance (TLP): measures the relative performance of a campaign component's contribution and impact on TV Lift
 - ▶ Conversion Efficiency (Index): compares estimated spend (via iSpot) divided by the attributed campaign conversions to TV norms

Target Segment

- ▶ Health-Conscious Adults

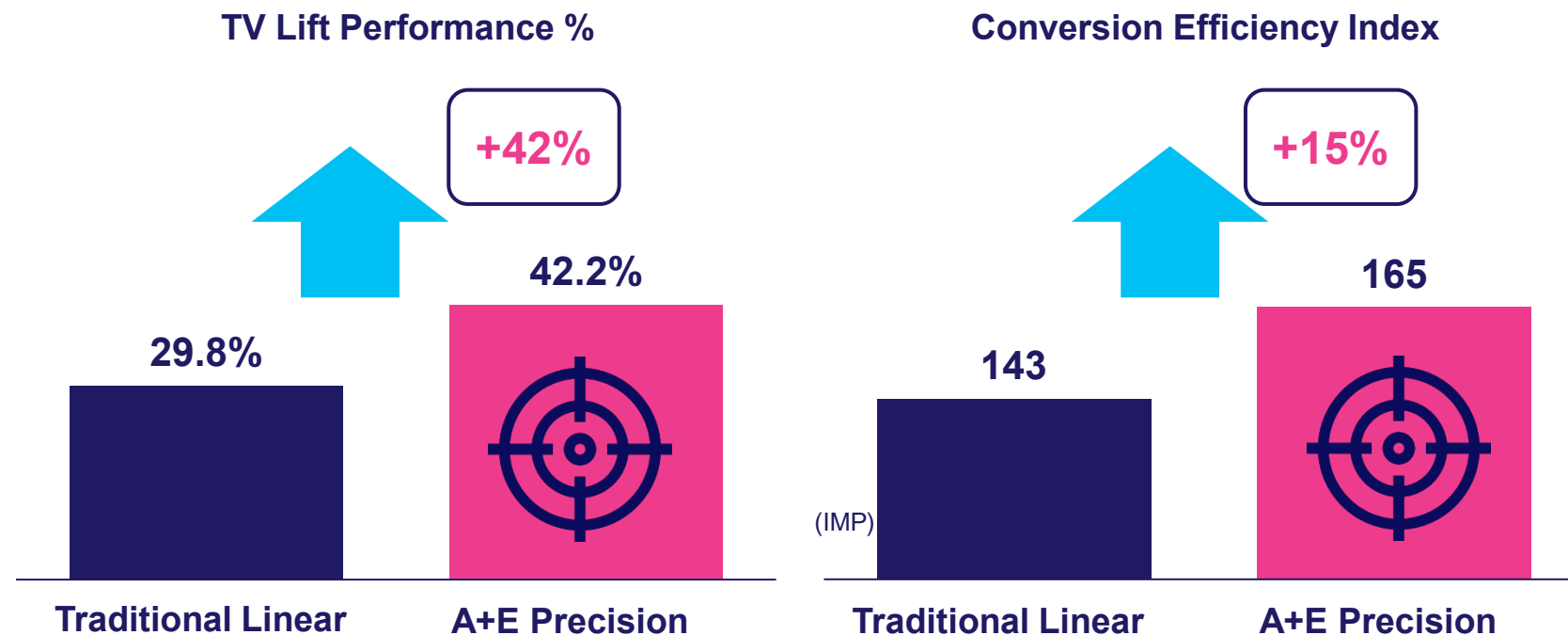
Results

- ▶ Through audience-based targeting and measurement, A+E Networks contributed to a **+42% lift in TV performance** and **+15% in conversion efficiency**

Company / Platform

- ▶ A+E Networks' Precision+Performance / Data-driven linear

Outcome: Online Purchases



A+E Precision optimization increases vs. the cable TV average:

- Lift performance: **+27%**
- Conversion Efficiency Index: **+41%**

Source: A+E Networks, Case Study: *Digital Conversion From Linear Campaign*. Traditional Linear = consists of A+E networks and competitors where the brand is running advertisements. **TV Lift Performance (TLP)**: Measure the relative performance of a campaign component's contribution and impact on TV Lift. **Conversion Efficiency (Index)**: Index comparing estimated spend (via iSpot) divided by the attributed campaign conversions to TV norms.





Stirista helped a brand target in-market customers on CTV and measure the impact on **website visits** and **sales**

Challenge

- ▶ A wellness & fitness company wanted to efficiently scale its growth beyond linear TV and traditional direct response digital channels

Measurement Innovation

- ▶ The brand sought to increase ROAS through audience-based targeting across CTV by using Stirista's CTV targeting and view-through attribution reports
- ▶ The brand leveraged Stirista's Visitor Id Graph (VIG) website identity tool to conduct an audience profile analysis of their purchasers and create "targeting buckets" representing different high-indexing characteristics
- ▶ Stirista targeted specific households that matched the high-indexing characteristics with CTV, while retargeting website visitors with Display advertising
- ▶ Stirista's VIG was also leveraged to source conversion data used for attribution and optimization

Target Segments

- ▶ Proprietary Stirista modeled prospect segments
- ▶ People with most stationary & most physical occupations
- ▶ Gamers
- ▶ People interested in natural medicine
- ▶ People interested in sport the advertiser was a major sponsorship of

Learnings

- ▶ Targeting specific households that matched the high-indexing characteristics with CTV combined with measurement and optimization of campaign, creative, target segment, geography, daypart, and publisher led to significant increases in ROAS for the brand
- ▶ Stirista's View-Through Attribution reports allowed the brand to match and identify the number of website visitors and purchasers, the cost per purchaser, and the revenue generated and ROAS for the campaign

Company / Viewing Source / Media Type

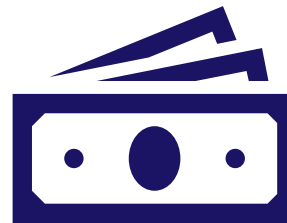
- ▶ Stirista / CTV / Programmatic CTV via AdStir DSP

Campaign Results



+67%

Increase in Return on Ad Spend



\$4.28

Average Return on Ad Spend

Source: Stirista, Wellness & Fitness Case study. Campaign time period: November 1 2021 – October 4, 2022.



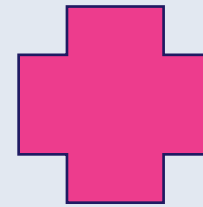
How Multiscreen TV drives Full-Funnel Outcomes



Case Studies

Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects



Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., visit a website, download an app, sign-up for a subscription, make a purchase, etc.)





A fitness advertiser was able to monitor & optimize a cross-platform campaign aimed at driving incremental reach and online registrations

Challenge

- ▶ A fitness advertiser launched a 2-part cross-platform TV campaign & needed a single source for converged TV measurement and attribution to track reach, frequency and incremental reach of linear and Connected TV (CTV)

Solution

- ▶ Brand leveraged TVSquared's ADvantage XP platform for 1:1 deterministic measurement & attribution for a unified view of performance & delivery metrics for all inventory sources including national broadcast & local cable for linear and streaming platforms like Roku, Hulu, Tubi, etc.

Target Segment

- ▶ Custom Audience Target*

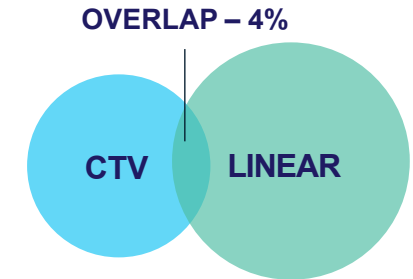
Results

- ▶ Adjustments to inventory led to a greater share of impressions on streaming in 2nd campaign (+87%)
- ▶ Increasing CTV impressions and diversifying across additional publishers increased unique CTV household reach by a further 22% (vs. earlier campaign)

Company / Platform / Media Type

- ▶ TVSquared's ADvantage XP platform / Streaming + Linear TV / Connected TV (CTV), Linear TV

Impression split	CTV	Linear
Campaign 1	14%	86%
Campaign 2	58%	42%



*represents overlap of second campaign

Transforming Insights into Actionable Results

78%

of CTV Households Were Incremental to Linear

By increasing CTV impression share

4x

Response Rate for CTV vs. Linear in Campaign 1 Influenced greater impression share for CTV in Campaign 2

-37%

Cost per Registration for CTV Following adjustments across inventory sources

+116%

Increase in TV driven registrations for CTV Optimizations drove increase

+93%

Uplift in HHs engaged due to Linear TV Optimizations drove lift

-39%

Cost per Registration for Linear TV Following adjustments across inventory sources

Source: TVSquared, Case study: ADvantage XP: Delivering a Single Source of Truth for Converged TV. Campaign time period: Campaign 1 - January–March 2021 vs. Campaign 2 - May–July 2021. *Custom target built based on the number and variety of channels and genres they used.





A fitness app leveraged a targeted addressable streaming campaign to increase familiarity, consideration and website traffic

Challenge

- ▶ A leading online cycling and running virtual training app wanted to drive brand impact and website traffic for their app on a global scale

Solution

- ▶ Using addressable advertising, powered by AdSmart, an audience-targeted campaign was launched to reach cycling audiences refined for each market across NBCU + Sky
- ▶ Targeted impressions were delivered dynamically through set-top boxes internationally and through NBCU's FEP content across O&O CTV apps, STB VOD, and Hulu in the U.S.

Target Segment

- ▶ Cycling Custom Target

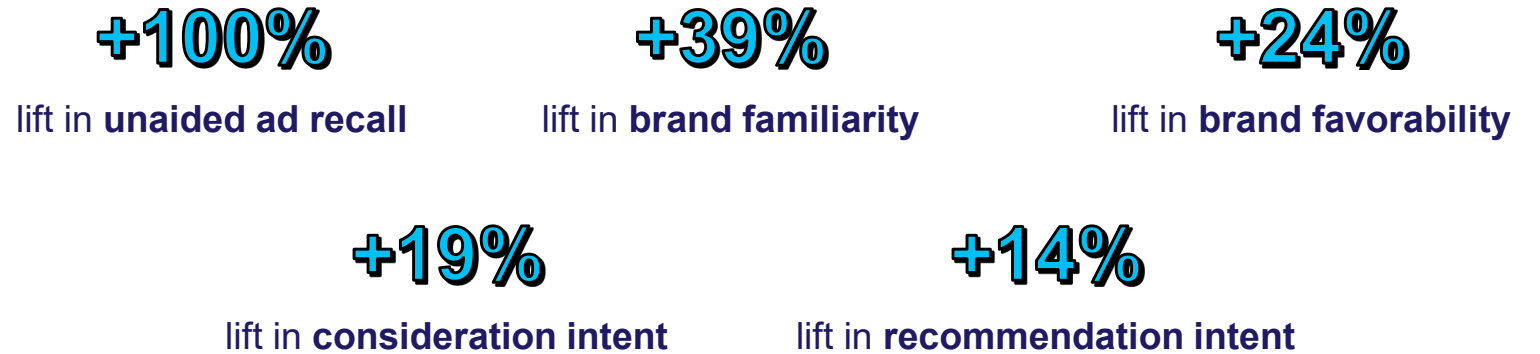
Results

- ▶ Campaign generated significant brand awareness, internationally and in the U.S., including lift in familiarity, visitation rates and consideration intent

Company / Platform / Media Type

- ▶ NBCU + Sky / Streaming + Multiscreen / NBCU O&O apps on Connected Devices, NBCU on Hulu (CTV, Desktop, Mobile), NBCU STB VOD, Sky STB VOD

Global brand metrics across Germany, U.K. and U.S.



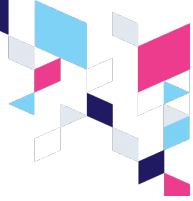
Global impact on website traffic U.S.



Source: NBCU, Fitness Case Study. Campaign time period: Q4 2020 - Q1 2021. FEP = full episode player.



Want more? VAB has a wealth of case studies across additional categories



Automotive



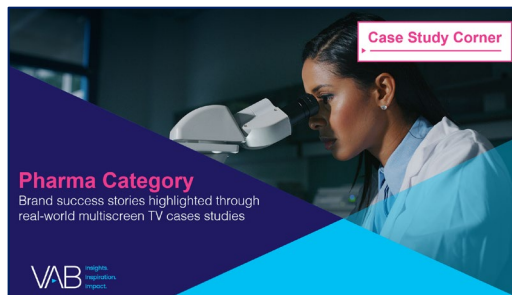
Consumer Packaged Goods (CPG)



Entertainment & Tune-In



Financial Services & Insurance



Pharmaceuticals



Restaurants



Retail

Access more case studies at www.thevab.com

Want more? VAB also has case studies organized across multiscreen TV platforms including linear TV and streaming / CTV



Stream On



How can a convergent TV strategy drive business results for my brand?



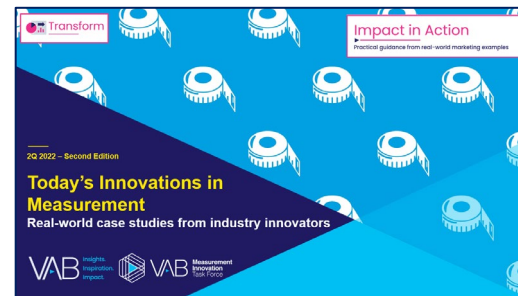
Proven Strategies & Tactics In Audience-Based TV Buying



Opportunities in VOD Addressable



Q1 '22 Today's Innovations in Measurement



Q2 '22 Today's Innovations in Measurement



Q3 '22 Today's Innovations in Measurement



Q4 '22 Today's Innovations in Measurement

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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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